

## ATTACHMENT B TO OPTION LETTER DATED OCTOBER 2008

### Exhibit A

#### Technical Specifications - Reproduction and Distribution Services of Chevy Chase Village's Monthly Newsletter

##### Section I - General Information and Submission Requirements

###### A. Purpose of RFP

Chevy Chase Village (the Village) is seeking the services of a qualified firm, or other qualified company(s) to provide reproduction and distribution services for the Village's monthly newsletter (the *Crier*).

###### B. Background

The Village is an incorporated municipality within Montgomery County, Maryland. The Village contains 720 residences with a population of approximately 2,200 residents. Since the mid 1940's the *Crier* has been distributed on a monthly basis (except during the month of August) to the residents of the Village.

###### C. Deadline for Proposals

Proposals are due no later than 2:00 p.m. on Thursday, October 19, 2006. The award will be based upon the most highly qualified proposer who has the best price for the tasks as outlined.

###### D. Duration of Agreement

1. The initial period to be covered by this agreement will be from November 14, 2006 to November 13, 2007.
2. At the end of the initial period, this agreement may be extended for an additional year two times for a maximum extension of two years at the Village's option.

##### Section II - Scope of Services

The selected firm or company will provide reproduction and distribution services based on the following criteria:

###### A. Contents

1. A monthly edition of the *Crier* typically totals two (2) 11" x 17" sheets folded to make an 8 1/2" x 11" booklet (8 pages). There can be as many as four 11" x 17" sheets (16 pages).

2. A *Crier* edition may also contain between one and six (6) additional 8 ½" x 11" inserts on colored or patterned paper stock.
  - a. Inserts are typically provided pre-printed to the proposer.
  - b. The proposer may be required from time to time to print and collate additional 8 ½" x 11" inserts on selected paper stock.
  - c. Inserts are preferred to be collated inside the newsletter booklet. However, the proposer should suggest collating alternatives and provide cost savings justification.
  - d. Insert sequencing will be specified by the Village office based on each month's issue.
3. Paper Plus provides the paper stock for the *Crier*.
  - a. Paper stock can be delivered by Paper Plus to the proposer's company or picked up from the Paper Plus warehouse in Rockville located at 14803-A Southlawn Lane, Rockville, MD 20850.
  - b. Paper stock comes in 60 lb. 23" x 25" sheets. The paper can either be cut by the proposer (if capable) or cut by Paper Plus prior to pick-up/delivery.

B. Assembly of the *Crier*

1. The proposer must supply 775 printed copies of the *Crier* to be used for mailing and return to the Village office.
2. During the months of April and/or May, there is the possibility of a special "Election Issue" of the *Crier*. The proposer will be notified 10 days in advance of the pick-up date.
3. During the month of April, a special "budget insert" must be collated into the *Crier*.
4. The proposer will be responsible for collating all inserts in the proper order as stated by the Village office.
5. The proposer will be responsible for sealing each *Crier* using mailing seals and affixing all address labels or printing scanned camera-ready address labels onto the *Crier* directly.
6. A completed ready-for-distribution *Crier* is included for reference as Attachment A.

C. Frequency and Scope of Distribution

1. The *Crier* is published monthly excluding the month of August.
2. The Village office will contact the proposer by noon on the pick-up day when the *Crier* and supporting documents are ready for pick-up. The *Crier* and documents must be picked up by the close of business on the day contacted (typically the second to last or last Tuesday of the month)

The proposer will be provided with:

- a. Two (2) camera-ready proofs of the *Crier*
  - b. A set of address labels or a master copy of camera-ready labels (the address set is updated monthly)
  - c. Post Office bulk mail form
  - d. 775 copies of any number of pre-printed inserts
3. Bulk mail postage rates are directly billed by the Postal Service to the Village.
  4. The *Crier* must be delivered to the United States Postal Service bulk mail section at its Shady Grove location, located at 16501 Shady Grove Road, Gaithersburg, MD 20898, for mailing as soon as possible following production (preferably no later than the Friday following receipt from the Village office).
  5. The proposer must wait at the Post Office until a bulk mail receipt is obtained from the Post Office clerk.
  6. All extra *Criers* and/or inserts, all originals and bulk mail office receipt must be returned to the Village office as soon as possible following production.

### **Section III – Proposer Response Format and Content**

Each proposal shall be organized as outlined below and shall contain the following (as a minimum):

- A. Letter of Interest - General brief description of the proposer's size, professional capabilities, staff, organizational structure, interest in project, and commitment to meet the newsletter's schedule requirements noted above.
- B. Related Experience - Describe any experience with such newsletters.
- C. Project Suggestions
  1. Propose and price innovative means of reproduction and distribution of the *Crier* that might decrease the cost for reproduction/distribution.
  2. Propose and price alternatives for insert handling and overall mailing requirements.

- D. References - Proposers must submit a list of at least two (2) client firms/organization, with references for each, that the proposer currently serves which are similar to the work requested in this RFP.
- E. Key Personnel – Identify the individual proposed as the point of contact and the point of contact's replacement in the event the first individual becomes otherwise unable to continue with this project.
- F. Firm fixed price – Proposer must submit the follow fixed price quotations for each of the following for the initial year and each option year:
1. Standard 8-page *Crier*.
  2. Additional *Crier* pages (8 ½" x 11" or 11" x 17")
  3. Standard 8-page *Crier* with 1 collated insert
  4. Standard 8-page *Crier* with 2-4 collated inserts
  5. Standard 8-page *Crier* with 5 or more collated inserts
  6. April/May "budget insert"
  7. April/May "election issue"
  8. Printing and collating additional 8 ½" x 11" inserts on selected paper stock
  9. Project suggestions as as defined in section III. 3. a.
  10. Project suggestions as as defined in section III. 3. b.

- G. Number of Copies – Four copies of the proposal should be provided. All copies are to be packaged together and marked "Crier Proposals."

Address and deliver response to:

Geoffrey Biddle, Manager  
Chevy Chase Village  
5906 Connecticut Avenue  
Chevy Chase, Maryland 20815

#### **Section IV – Evaluation**

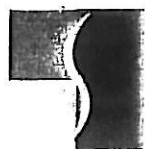
##### **A. Evaluation of Responses**

1. Proposals will first be examined to eliminate those which do not respond to stated requirements and to identify the several most responsive.
2. The most promising responses will be evaluated in detail. Additional information may be sought from proposers. Proposers may be asked to present and explain their proposals on management and technical levels. The proposal which then appears most favorable to the Village will be compared to other proposals of lower costs.
3. The detailed evaluation will result in selection of an apparent successful proposer and Village staff will recommend the contract be awarded to that proposer by the Village Board of Managers.

## B. Evaluation Criteria

Proposals will be evaluated using a predetermined method to ascertain which proposer best meets the needs of the Village. In some circumstances, proposals may be so similar in quality that oral interviews may have to be arranged to assist in making the final selection. Evaluation considerations will include the following:

1. Responsiveness of the proposal in clearly stating the understanding of work to be performed.
2. Technical experience of the proposer.
3. Favorable assessment by other clients with similar needs of the proposer's services.
4. Size and structure of the proposer's company.
5. Cost. Although a significant factor, cost may not be the dominant factor. Cost is particularly important when all the other evaluation criteria are relatively equal.



# SPECTRUM

## PRINTING & GRAPHICS

601 Dover Road, Suite 1  
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FAX: (301) 762 6

www.spectrumprinting.com

**Estimate**

SHANA DAVIS-COOK  
CHEVY CHASE VILLAGE  
5906 CONNECTICUT AVE  
CHEVY CHASE, MD 20815  
Phone: (301)654-7300  
Fax: (301)907-9721

No.: **E#28828**

Date: 11/17/05

PO/Job #:

QUANTITY	DESCRIPTION	AMOUNT
775	MONTHLY NEWSLETTER 8 PAGE NEWSLETTER, 11 x 17 CUSTOMER STOCK, folded to 5.5 x 8.5, 2 originals, digitally printed on 2 sides 775 11X17 SHEETS FOLD TO 5.5 X 8.5 775 TAB-SHUT SELF-MAILER 758 LABEL NEWSLETTERS - DIGITAL SET LABEL PROGRAM SORT/TAKE TO POST OFFICE	525.07
775	MONTHLY NEWSLETTER WITH 1 INSERT - PROVIDED 8 PAGE NEWSLETTER, 11 x 17 CUSTOMER STOCK, folded to 5.5 x 8.5, 2 originals, digitally printed on 2 sides 1/2 FOLD - PROVIDED INSERT INSERT INTO DOCUMENT 775 11X17 SHEETS FOLD TO 5.5 X 8.5 775 TAB-SHUT SELF-MAILER 758 LABEL NEWSLETTERS - DIGITAL SET LABEL PROGRAM SORT/TAKE TO POST OFFICE	635.14
775	MONTHLY NEWSLETTER WITH 2 INSERTS - PROVIDED 8 PAGE NEWSLETTER, 11 x 17 CUSTOMER STOCK, folded to 5.5 x 8.5, 2 originals, digitally printed on 2 sides COLLATE PROVIDED INSERTS INTO SETS FOLD PROVIDED INSERTS IN HALF INSERT INTO DOCUMENT 775 11X17 SHEETS FOLD TO 5.5 X 8.5 775 TAB-SHUT SELF-MAILER 758 LABEL NEWSLETTERS - DIGITAL SET LABEL PROGRAM	713.80
(continued on page 2)		SUBTOTAL
		TAX
		SHIPPING/ POSTAGE
		TOTAL

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5906 CONNECTICUT AVE  
CHEVY CHASE, MD 20815  
Phone: (301)654-7300  
Fax: (301)907-9721

No.: **E#28828 (2)**

Date: 11/17/05

PO/Job #:

QUANTITY	DESCRIPTION	AMOUNT
775	SORT/TAKE TO POST OFFICE MONTHLY NEWSLETTER WITH 3 INSERTS - PROVIDED 8 PAGE NEWSLETTER, 11 x 17 CUSTOMER STOCK, folded to 5.5 x 8.5, 2 originals, digitally printed on 2 sides COLLATE PROVIDED INSERTS INTO SETS FOLD PROVIDED INSERTS IN HALF INSERT INTO DOCUMENT 775 11X17 SHEETS FOLD TO 5.5 X 8.5 775 TAB-SHUT SELF-MAILER 758 LABEL NEWSLETTERS - DIGITAL SET LABEL PROGRAM	737.05
775	SORT/TAKE TO POST OFFICE MONTHLY NEWSLETTER WITH 4 INSERTS - PROVIDED 8 PAGE NEWSLETTER, 11 x 17 CUSTOMER STOCK, folded to 5.5 x 8.5, 2 originals, digitally printed on 2 sides COLLATE PROVIDED INSERTS INTO SETS FOLD PROVIDED INSERTS IN HALF INSERT INTO DOCUMENT 775 11X17 SHEETS FOLD TO 5.5 X 8.5 775 TAB-SHUT SELF-MAILER 758 LABEL NEWSLETTERS - DIGITAL SET LABEL PROGRAM	760.30
775	SORT/TAKE TO POST OFFICE MONTHLY NEWSLETTER WITH 6 INSERTS - PROVIDED 8 PAGE NEWSLETTER, 11 x 17 CUSTOMER STOCK, folded to 5.5 x 8.5, 2 originals, digitally printed on 2 sides COLLATE PROVIDED INSERTS INTO SETS	806.80
(continued on page 3)		SUBTOTAL  TAX  SHIPPING/ POSTAGE  TOTAL

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5906 CONNECTICUT AVE  
CHEVY CHASE, MD 20815  
Phone: (301)654-7300  
Fax: (301)907-9721

No.: **E#28828 (3)**

Date: 11/17/05

PO/Job #:

QUANTITY	DESCRIPTION	AMOUNT
	FOLD PROVIDED INSERTS IN HALF INSERT INTO DOCUMENT	
775	11X17 SHEETS FOLD TO 5.5 X 8.5	
775	TAB-SHUT SELF-MAILER	
758	LABEL NEWSLETTERS - DIGITAL SET LABEL PROGRAM SORT/TAKE TO POST OFFICE	
<p>Taken by: BOBBY Price quotes may need to be modified upon our actual review of the job. Art and/or pre-press charges may be in addition to quoted price.</p> <p>To accept this estimate please sign and fax back.</p>		<p>SUBTOTAL</p> <p>TAX</p> <p>SHIPPING/ POSTAGE</p> <p>TOTAL</p>

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601 Dover Road, Suite 1  
Rockville, MD 20850

PHONE: (301) 762-6900

FAX: (301) 762-7846

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**Estimate**

MICHAEL YOUNES  
CHEVY CHASE VILLAGE  
5906 CONNECTICUT AVE  
CHEVY CHASE, MD 20815  
Phone: (301)654-7300  
Fax: (301)907-9721

No.: **E#32288**

Date: 11/7/06

PO/Job #:

QUANTITY	DESCRIPTION	AMOUNT
775	2005 SPECIAL ELECTION ISSUE 4 PAGE NEWSLETTER, 11 x 17 CUSTOMER STOCK, folded to 5.5 x 8.5, digitally printed on 2 sides 11 X 17 FOLDED TO 5.5 X 8.5 TAB-SHUT SELF-MAILER 731 LABEL NEWSLETTERS - DIGITAL SET LABEL PROGRAM SORT/TAKE TO POST OFFICE	307.73
<p>Taken by: ANDREW Price quotes may need to be modified upon our actual review of the job. Art and/or pre-press charges may be in addition to quoted price.</p> <p>To accept this estimate please sign and fax back.</p>		<p>SPECIAL ELECTION ISSUE</p> <p>SUBTOTAL</p> <p>TAX</p> <p>SHIPPING/POSTAGE</p> <p>TOTAL</p>

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601 Dover Road, Suite 1  
Rockville, MD 20850

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**Estimate**

MICHAEL YOUNES  
CHEVY CHASE VILLAGE  
5906 CONNECTICUT AVE  
CHEVY CHASE, MD 20815  
Phone: (301) 654-7300  
Fax: (301) 907-9721

No.: **E#32287**

Date: 11/7/03

PO/Job #:

QUANTITY	DESCRIPTION	AMOUNT
775	MONTHLY NEWSLETTER + BUDGET REPORT 16 PAGE NEWSLETTER, 11 x 17 CUSTOMER STOCK, folded to 5.5 x 8.5, 4 originals, digitally printed on 2 sides 775 11X17 SHEETS FOLD TO 5.5 X 8.5	758.78
<p>Taken by: ANDREW Price quotes may need to be modified upon our actual review of the job. Art and/or pre-press charges may be in addition to quoted price.</p> <p>To accept this estimate please sign and fax back.</p>		<p>BUDGET ISSUE</p> <p>SUBTOTAL</p> <p>TAX</p> <p>SHIPPING/POSTAGE</p> <p>TOTAL</p>

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